

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
1 September 2005 (01.09.2005)

PCT

(10) International Publication Number  
**WO 2005/079501 A2**

(51) International Patent Classification: Not classified

WRIGHT, David Howell [US/US]; 3102 Bishop Drive,  
Safety Harbor, Florida 34695 (US).

(21) International Application Number:  
PCT/US2005/005271

(74) Agent: FLIGHT, James A.; HANLEY, FLIGHT &  
ZIMMERMAN, LLC., 20 N. Wacker Drive, Suite 4220,  
Chicago, Illinois 60606 (US).

(22) International Filing Date: 18 February 2005 (18.02.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/545,595 18 February 2004 (18.02.2004) US  
60/563,874 19 April 2004 (19.04.2004) US

(81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,  
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,  
ZW.

(71) Applicant (for all designated States except US):  
NIELSEN MEDIA RESEARCH, INC., ET AL.  
[US/US]; 770 Broadway, New York, New York 10003  
(US).

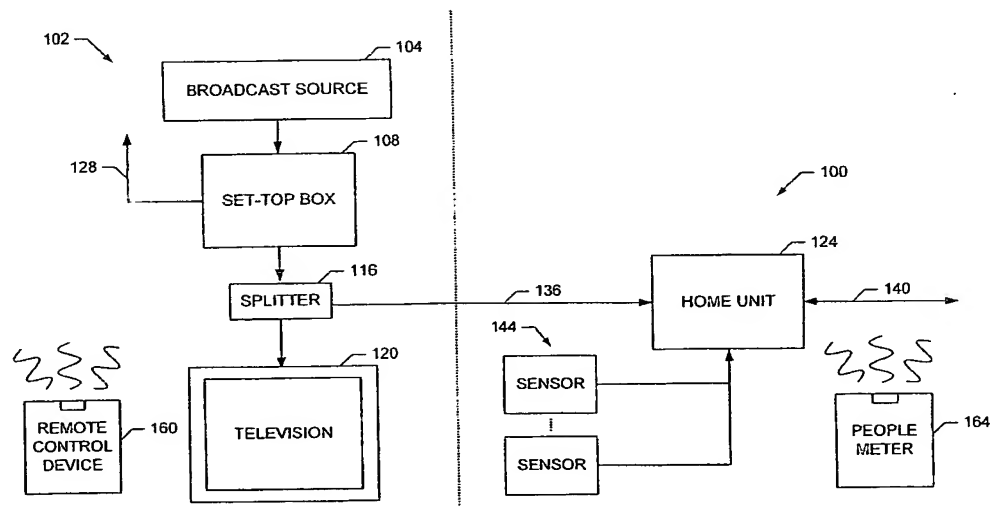
(84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,  
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,  
GQ, GW, ML, MR, NE, SN, TD, TG).

(72) Inventors; and

(75) Inventors/Applicants (for US only): RAMASWAMY,  
Arun [US/US]; 10710 Tavistock Drive, Tampa, Florida  
33626 (US). FEININGER, William A. [US/US]; 1656  
Allens Ridge Drive N., Palm Harbor, Florida 34683 (US).

[Continued on next page]

(54) Title: METHODS AND APPARATUS TO DETERMINE AUDIENCE VIEWING OF VIDEO-ON-DEMAND PROGRAMS



(57) Abstract: Methods and apparatus to determine audience viewing of video-on-demand programs are disclosed. An example method disclosed herein comprises creating a reference database corresponding to a set of VOD programs, determining whether a VOD program is selected at a subscriber site, extracting at least one identifier from a signal carrying the VOD program, and cross-referencing the at least one identifier with the reference database.